Long form content - Example

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Writing a long form post

- Before writing a long form post, think about the following things:

- **#1 The goal - ex.: 1,000 new signups**
- **#2 The topic - pick something relevant for your audience and broad enough to fit a long post**
- **#3 The format - it could be a page on your site, a blog article, a PDF download, a minisite, etc.**
- **#4 The access - decide if the piece will be available to anyone or if people will need to type in their email first**
- **#5 The process - maybe you need to do research or need other people's help**

- Example:
  - The goal: 500 shares
  - The topic: The Ultimate Guide to Email Marketing for Small Businesses
  - The format: You add it as a resource on your site, where - you add social share buttons
  - The access: Free for everybody (easier to share)
  - The process: You do it all by yourself